DOCUMENT RESUME

ED 227 832 IR 010 626

TITLE	Children's Television Workshop. Quarterly Progress Report, July 30, 1982 to September 30, 1982.
INSTITUTION	Children's Television Workshop, New York, N.Y.
SPONS AGENCY	Office of Educational Research and Improvement (ED), Washington, DC.
PUB DATE	82
CONTRACT	300-80-0955
NOTE	18p.; Newspaper clippings removed.
PUB TYPE	Reports - Descriptive (141)
EDRS PRICE	MF01/PC01 Plus Postage.
DESCRIPTORS	*Childrens Television; Community Services; *Educational Television; *Foreign Countries; Merchandising; *Program Descriptions; Programing (Broadcast); Publicity; Public Relations; Resource Allocation; Safety Education; *Television Research
IDENTIFIERS	*Childrens Television Workshop NY; Electric Company; Sesame Street

ABSTRACT

The activities, research findings, and services of the Children's Television Workshop during a 3-month period are summarized. Research activities undertaken related to Sesame Street and staff meetings to disseminate that research are listed first; then, production completed or planned is outlined. Under community education services, the radio, press, and television coverage of the Sesame Street Fire Safety Project, future expansion of that project and the Electric Company Power Station Project in Mississippi are summarized. Efforts of the public affairs department are described, focusing on production of press materials for the fourteenth season of Sesame Street and the beginning of a media alert campaign drawing attention to the start of the new season and its innovative elements. Additional reports list staff changes, product activity (magazine publishing, domestic and foreign licensing of educational toys, games, books, records, and ancillary products), and financial status. The international division report charts countries where the Electric Company and Sesame Street were broadcast in English and in which Sesame Street was broadcast in one or more foreign language versions. (LMM)

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ED227832

TITLE:	QUARTERLY PROGRESS REPORT
SUBMITTED TO:	U.S. DEPARTMENT OF EDUCATION DIVISION OF EDUCATIONAL TECHNOLOGY
CONTRACT NUMBER:	300-80-0955
PERIOD:	July 30, 1982 to September 30, 1982
NAME OF INSTITUTION:	CHILDREN'S TELEVISION WORKSHOP ONE LINCOLN PLAZA NEW YORK, NEW YORK 10023 (212) 595-3456
PROJECT DIRECTOR:	JOAN GANZ COONEY

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APPENDICES:

SAMPLE PRESS CLIPPINGS
(Removed)

SESAME STREET RESEARCH

DEPARTMENT OF EDUCATION QUARTERLY REPORT

JULY - SEPTEMBER, 1982

I. ACTIVITIES AND ACCOMPLISHMENTS

A. Researchers continued the ongoing process of reviewing scripts, storyboards, film and animation.

B. Researchers conducted three pilots and one comprehension study on segments written during the last half of the thirteenth season which addressed the functionality of reading and appreciation of books and reading.

C. The research staff conducted a study and prepared a report on three animated segments.

D. Researchers designed a segment comprehension study in the area of fire safety.

E. Researchers monitored camp shows taped on location for the fourteenth season.

F. There were several personnel changes during this quarter: Istar Schwager was hired as Associate Director of Research; Yolanda Wisdom was hired as departmental secretary; Assistant Director, Janet Shapiro, was terminated; David Hamlin, Ellen Bloom and Sara Wohlken began research internships.

II: DISSEMINATION

A. Director of Research, Dr. Valeria Lovelace met with Mrs. Ana Sampaio from Bahia College of Education in Brazil to discuss research in the area of pre-reading.

B. Dr. Valeria Lovelace, Istar Schwager and Janet Shapiro met with Dr. Patricia Greenfield from the University of California in Los Angeles to discuss formative research in progress.

C. Dr. Valeria Lovelace met with Alana Luft, writer for the Israeli co-production, to discuss research on children and television.

D. Dr. Valeria Lovelace, Istar Schwager, Yolanda Wisdom, David Hamlin met with Lee Pressman, Churchill Fellow from London, England. He assisted researchers in pilot testing the pre-reading measure.

SESAME STREET PRODUCTION

During July, pre-production for the first five shows of Season 14 to be taped on remote with the theme of "Big Bird Goes to Camp" was completed. In August, the taping of these shows took place on location in Bear Mountain, NY for 6 days. The location taping was very successful and the shows explore the new curriculum areas of separation and friendship as well as introducing a new muppet character, Rusty, a little boy who Big Bird befriends at camp. We plan to see Rusty again on SESAME STREET.

September was spent gearing up for the current taping season which begins October 4, 1982. Plans for Season 14 include a Sing-Along show and celebrity appearances by James Taylor and Betty Davis.

COMMUNITY EDUCATION SERVICES

This was an excellent quarter for television, radio and print coverage of the SESAME STREET Fire Safety Project. During the month of July the National office alone conducted 11 radio interviews for stations from 7 states. On July 21st United Press International (UPI) carried a story on SESAME STREET Fire Safety Resource Book which was picked up by newspapers throughout the country.

On August 2nd, Good Morning America did a live 7 minute segment on the national scope of the outreach and resource materials. David Hartman urged the audience to send in for the preschool fire safety package. As a result over 18,000 individuals have requested them to date.

The SESAME STREET Fire Safety show was broadcast over cable networks in Atlanta, Georgia and Austin, Texas in September. These hour long shows were produced by CES Regional Administrators in cooperation with the National Association of Local Cable Programmers in an effort to show firefighters how to access time on cable television. The objective of the shows was to reach adults with information on how to work with their preschoolers on effective fire safety practices. Day care staff and firefighters

Working within the broadcast signal were alerted to watch the show in groups.

With the help of CES National Staff members, 3-2-1 CONTACT magazine highlighted firefighters and firefighting equipment in the September 1982 issue. Along with a cover photograph there were two feature stories included in the magazine.

During this quarter planning sessions were held to initiate the SESAME STREET Fire Safety project on Elgin, Tyndall and McClellan Air Force bases. Task force members included base fire chiefs, local community firefighters, base preschool educators and local day care staff. Plans are to initiate the project on the base and then have the base staff be the motivating force to bring the project to the surrounding communities.

As of September, 1982 THE ELECTRIC COMPANY Power Station project in Mississippi has 1,216 children involved in the after school program at 12 sites. The project has 32 power station leaders who participated in workshops during September. Small group formats was used in order to give each leader an opportunity to receive individual instruction. Five units of study were presented all centering around reinforcing language arts using everyday experiences.

PUBLIC AFFAIRS

During this period, the public affairs department devoted its efforts to producing press materials based on the upcoming 14th season of SESAME STREET, and to beginning our media alert campaign, drawing attention to the start of the new season and its innovative elements.

Photographic coverage of a week of location production at a camp in upper New York State for the new season of SESAME STREET resulted in a portfolio of black and white photographs and color transparencies which will be used for press relations throughout the 14th season.

A mailing of color transparencies based on this coverage was serviced to editors at 118 newspapers which used color art on the covers of their Sunday television supplements.

A full press kit was written and produced. This kit is packaged in a special press kit cover which utilizes eight of the black and white location photographs as described above. These photos, suitable for reproduction, gave an additional dimension to this year's press kit. As in the past, the kit includes three feature stories, a

fact sheet, biographies of cast and staff members, and four photographs.

A campaign is currently under way to set up interviews to coincide with the November start of the new season with newspaper editors, and radio and television personalities for SESAME STREET producers, writers and cast members.

Viewer mail continues plentiful and positive. Close to 300 letters to SESAME STREET from parents and children have been received.

NEW HIRES/TRANSFERS AND TERMINATIONS FOR SESAME STREET, TEC PRODUCTION, PUBLIC AFFAIRS AND COMMUNITY EDUCATION SERVICES FOR THE PERIOD OF 07/01/82 - 09/30/82.

NEW HIRES/TRANSFERS

Name	Title	Effective Date	Div./Comments
Camerena, Mary	Exec. Secretary	09/30/82	Corp. Services
Katz, Raymond	Secretary	07/19/82	Production
Martinez, Raymon	Dupl./Mail Clerk	08/23/82	Corp. Services
Peters, Gwendolyn	Residual Coordinator	07/26/82	Corp. Services. (Transferred from CES-Boston)
Schwager, Istar	Assoc. Director	08/09/82	Research
Wisdom, Yolanda	Secretary	08/12/82	Research

TERMINATIONS

Barham, Shirley	Secretary	07/16/82	CES (Boston)
Hilderbrand, Karen	Exec. Secretary	09/17/82	Corp. Services
Masterson, Nell	Supv., Recp. & Swtbd.	08/04/82	Corp. Services (decease
Moultrie, Edward	Dupl./Mail Clerk	08/18/82	Corp. Services
Rankin, Richard	Asst. Controller	08/13/82	Corp. Services
Shapiro, Janet	Asst. Director	09/07/82	Research

SUMMARY REPORT ON PRODUCT ACTIVITY

In the quarter ending September 30, 1982, the CTW Products Group activities in products areas related to Sesame Street and The Electric Company included the following:

CTW MAGAZINE PUBLISHING

CTW continued to publish its two magazines, SESAME STREET MAGAZINE and THE ELECTRIC COMPANY MAGAZINE. The magazines were sold through subscriptions and, with Select Magazine, Inc. as our distributor, on newsstands. The Summer Special, September & October issues of SESAME STREET MAGAZINE and the August, September & October issues of THE ELECTRIC COMPANY MAGAZINE were published. These magazines have the same target audiences and curriculum goals as their respective shows.

DOMESTIC LICENSING (including, for the most part, Canada)

In addition to agreements with Center for the Humanities, the Council for Exceptional Children, and others for the production of various teaching aids designed exclusively for in-school use, CTW also had licenses in effect with others for educational toys, games, books and records, and ancillary products as follows:

Licensee	Product
Aladdin Industries	School lunch box & thermos sets
American Publishing	Posters
Antioch Bookplate	Bookmarks
Avalon	Art supplies & craft kits
Bradley Time	Watches, clocks
Bright of America	Placemats
Burlington Domestics	Bed linens, etc.

Licensee	Product
Chatham Blanket	Blankets
Child Guidance	Hand puppets, crib toys, etc.
Columbus Coated Fabric	Wallpaper
Demand Marketing	Children's melamine dishware, utensils
Drawing Board	Greeting cards, stationery, etc.
E.S. Originals	Children's shoes
Fisher-Price	Toys, books
Gabriel Industries	Outdoor play sets
Gold Medal Furniture	Children's chairs
Gorham	Banks, cutlery, china
Kenner Toys	Play-Doh modeling sets
Knickerbocker Toys	Stuffed dolls, toys, etc.
Me-Books	Books
Milton Bradley	Puzzles, games
Paragon	Needlecraft instruction booklets
JC Penney	Children's clothing
Random House	Books, dictionary
Sesame Street Records	Records, tapes
Stuart Hall	Writing tablets
Synergistics	Velcro games
Tru-stitch	Children's slippers
Western Publishing	Books, puzzles, games
Wilton Enterprises	Children's toy kitchen sets

FOREIGN LICENSING

CTW licensed products similar to most of those mentioned above were available in one or more of the following:

Latin America, including Mexico

Europe, including Spain, Holland, Germany Sweden, France

Far East, including Japan, Australia, New Zealand

Africa and the Near East

OTHER

The musical road show "Sesame Street Live II" opened its second season in Cleveland in mid-August, 1982 and will continue playing in various U.S. cities.

A new edition of the road show, "Sesame Street Live III," premiered in East Rutherford, N.J. in mid-September, 1982 and will also continue playing in various U.S. cities.

INTERNATIONAL DIVISION

Foreign countries in which during the quarter ending Sept. 30, 1982 SESAME STREET and THE ELECTRIC COMPANY were broadcast in English and in which SESAME STREET was broadcast in one or more foreign language versions are:

	IEC	SS	FOREIGN VERSIONS OF SS
ANTIGUA		X	
ARGENTINA			
AUSTRALIA		X	
BAHAMAS		X	
BANGLADESH		X	
BARBADOS	X	X	
BERMUDA		X	
BEGIUM			X
BOLIVIA			
BRUNEI		X	
CANADA		X	
CHILE			X
COLOMBIA			X
COSTA RICA			
CUBA		*X	
DOMINICAN REPUBLIC			
ECUADOR			X
FRANCE			X
GERMANY			X
GREECE		*X	

	TEC	SS	FOREIGN VERSIONS OF SS
GREENLAND		*X	
GUATEMALA			
HAITI			
HOLLAND			X
HONDURAS			
HONG KONG		X	
ICELAND		*X	
IRELAND		X	
ISRAEL			X
ITALY		*X	
JAMAICA		X	
JAPAN			
KOREA		X	
KUWAIT			X
LIBERIA		*X	
MEXICO			
NEW ZEALAND		X	
NIGERIA			
NORTHERN IRELAND			
PANAMA			X
PARAGUAY			
PHILLIPPINES	X	X	
PUERTO RICO			X
SAUDI ARABIA		X	

	TEC	SS	FOREIGN VERSIONS OF SS
SCOTLAND		X	
SINGAPORE		X	
SPAIN			X
SRI LANKA			
ST. KITT'S		X	
ST. MAARTEN		X	
SWEDEN			X
THAILAND		X	
TRINIDAD & TOBAGO		X	
TURKEY		*X	
UNITED KINGDOM	X	X	
URUGUAY			X
VENEZUELA			X
ZAMBIA		X	
ABU DHABI			X
QATAR			X
BAHRAIN			X
IRAQ			X
NORTH YEMEN			X
SOUTH YEMEN			X
ALGERIA			X
TUNISIA			X
MOROCCO			X
SYRIA			X

* ARMED FORCES RADIO AND TELEVISION SERVICES

Department of Health, Education, and Welfare
Financial Report for Individual Project/Contract

Project Task: Thirteenth Season of Sesame Street

Contract No.: 300-80-0955

Date of Report: 8-11-82

Note: Complete this Form in Accordance with Accompanying Instructions

Reporting Period: Quarter Ended 6/26/82

Contractor Name and Address:
CHILDREN'S TELEVISION WORKSHOP
ONE LINCOLN PLAZA, NEW YORK, N.Y. 10023

Expenditure Category	Percentage of Effort/Hours		Cumulative Incurred Cost at End of Prior Period	Incurred Cost - Current Period	Cumulative Cost to Date (D + E)	Estimated Cost to Complete	Estimated Cost at Completion (F + G)	Funded Contract Amount	Variance (Over or Under) (I - H)
	Funded	Actual							
A	B	C	D	E	F	G	H	I	J
Program Production			$6,203,000	$1,977,000	$8,180,000	-	$8,180,000		
Comm. Education Services			578,700	72,300	650,000	-	650,000		
Total			$6,781,700	$2,049,300	$8,830,000	-	$8,830,000	$1,000,000	Note

Note: Costs in excess of DHEW funding will be funded in part by Public Broadcasting System, and the balance by Children's Television Workshop. These figures are based on unaudited financial statements. At completion of audit, final costs will be reported.

NEW 646